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[Jan 23, 1925]

SPANISH SONGS OF
OLD CALIFORNIA.
FIRST BOOK

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> Room for 1-line address

For 40 years I have been working to save the old, old Spanish songs of the Southwest-- and in that time have collected a great number. Not as the passing stranger, or casual dilettante, jotting down such words as he might catch and the obvious notes he could mark on the staff. I LEARNED these songs, and sang them, as "one of the family"-- whether in the gracious ~~and spacious~~ salas of the patriarchal Spanish ranchos, which have been for 40 years as much home to me as my own; or camping for wintry months at a time with ~~the~~ New Mexico shepherds at 8,000 ft above the sea; or squatted by a campfire of tumble-weed and ties along the right-of-way with a Mexican section gang in old-time Arizona. These songs became part of my life-- they still are. They delight me as ethnologist and historian-- ~~and~~ ^A student of the "Story of Man-- but above all, they tickle and warm my heart, ~~as~~ ^{as} ~~"a more~~ ^{human being"}. ~~They~~ ^{Not} fulfill the divine function of song-- which is at once to ~~express~~ ^{Express} emotion and to satisfy it.

Never published, but "taught down" from parent to child, they gladdened generations; but in the shifting social order of these latter years they are rapidly disappearing. The very people who taught them to me have either died or almost forgotten the songs-- and their grandchildren do not know them at all. It is a sin and a folly to let such beauty perish. We NEED it now. These heart-felt and heart-reaching Folksongs will come as a fresh ~~West~~ ^W wind to those weary of the strident or vapid ephemeral songs of today-- full of smartness and jingle (or mush) but almost without a trace

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of the genuine human thrill of "Suwanee River" or "Nellie Gray" or "Old Black Joe" or "My Old Kentucky Home". These Spanish songs of Old California are of the latter kindred.

For years I ~~have~~ ^{They wouldn't - so I had to.} tried to persuade Eastern publishers to print these Folksongs - ~~and~~ ^{Now}, some of them would be willing to, since the great success of ~~my~~ ^{this} First Book has proved that I was not wrong in ~~believing~~ ^{my faith} that the American people would welcome such a contribution, ~~of Folksong~~. But having started, I shall continue-- chiefly because in no other way ~~than by my personal responsibility~~ can I be assured that the publication shall be strictly authentic ~~and scientifically correct~~, and nothing sacrificed to commercial convenience.

This First Book is a handsome collection of "14 Songs of 14 kinds"-- all typical. All are authentic, both in melody and text; and the English translation preserves the original sense and will "sing with" the original Spanish in chorus. Arthur Farwell's piano accompaniments are with his unsurpassed sympathy and skill. And all the songs have proved their value for our own actual USE-- they are not just musical Curiosities, but living Flowers of Song to bloom again in our daily life.

I am making this venture in the belief that these songs deserve historically and musically to be saved from oblivion, and that they are really needed in our day. It is not a commercial enterprise-- whatever I make goes back to saving songs. I must depend almost wholly upon subscriptions; and Hope this First Book shall find a welcome which will enable me to issue further books of about as many songs each, until we shall have saved to history (and to our own happiness) at least a fair representation of that quaint, genuine and fascinating Folksong

Half sheet, solid, type this way of paper [Jan 23, 1925] Will want 1000
Price 50

The Very Thing You Would!

Every teacher of music, particularly in schools, community choruses, glee clubs and other mass singing, knows by sad experience how difficult it is to find songs ^{that} which are at once fresh and un-hackneyed, yet have the human appeal which makes "Suwannee River", "Old Kentucky Home", etc. immortal-- and indispensable. If it were not for the "Old Standbys" written fifty years ago or more, it would be mighty hard to maintain choruses today!

Every teacher of Spanish in our schools and colleges probably realizes that nothing else is so helpful to the mastering of a new language as to learn its songs.

The ^{1st} "Spanish Songs of Old California" ^{the FIRST BOOK} described in the appended circular will prove a very Godsend to teachers either of Singing or of Spanish. They are genuine Folk Songs, tested by a century in the daily life of a music-loving people. Within the last year since this First Book was issued, they have proved not only adaptable but precious to large numbers of schools, glee clubs, community choruses and even to large gatherings to which they were introduced for the first time by a competent leader. They are absolutely authentic and genuine and would prove an invaluable addition to your programs.

Price 150 Post paid

Special rates to teachers by quantity.

Chas. F. Fournier
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